

2011/12 Statewide Tobacco-Use Prevention Education (T.U.P.E.) Cohort E Grant Online Annual Report

Tobacco-Use Prevention Education (TUPE) funds support health education efforts aimed at the prevention and reduction of tobacco use. The TUPE program provides funding for programs in grades six through twelve through a competitive application process. Funds are awarded to local educational agencies that propose to replicate evidence-based, effective programs. TUPE grantees must implement instructional, youth development, intervention and cessation activities for students. Grantees may also implement supplemental activities and special events that reinforce the required program.

All local education agencies certified as having a fully implemented tobacco-free school district board policy are eligible to apply for funding. Programs are locally developed, but are expected to align with the Master Plan of the Tobacco Education and Research Oversight Committee, the Centers for Disease Control and Prevention's (CDC's) Guidelines for School Health Programs to Prevent Tobacco Use and Addiction, and the recommended California guidelines for tobacco prevention in Getting Results.[^]

The purpose of the TUPE program is to reduce youth tobacco use by helping young people make healthful tobacco-related decisions. Students receive research-validated tobacco use prevention instruction and activities that build knowledge as well as social skills. Students take part in youth development strategies that involve youth in advocating for a tobacco-free California and becoming tobacco prevention leaders. Collaboration with community-based tobacco control programs is an integral part of program planning. The school, parents, and the larger community must be involved in the program so that students will be aware of a cohesive effort and concern for their health and, consequently, their ability to succeed in school.

Cohort E Competitive TUPE Grantees, funded from 2010-13, are required to complete an annual online survey, in addition to other reporting requirements. Via the online survey grantees provided information about delivering instruction to the general population, youth development, intervention activities, cessation programs, services to targeted populations, staff development, parent training, and community involvement. The aggregated result of 41 funded programs is displayed in the tables that follow.

[^]Learn more about Getting Results at www.gettingresults.org

General Population Instruction

Table 1
Research Validated/Evidence Based Programs

| Number that selected each program | Research Validated/Evidence Based Programs |
|-----------------------------------|--|
| 13 | Botvin's Life Skills Training |
| 1 | Keepin' It Real |
| 1 | Minnesota Smoking Prevention Program |
| 22 | Project ALERT |
| 1 | Project Northland |
| 2 | Project SUCCESS (Schools Using Coordinated Community Efforts to Strengthen Students) |
| 22 | Project TND (Towards No Drug Abuse) |
| 7 | Project TNT (Towards No Tobacco Use) |
| 0 | SPORTS |
| 0 | State-Wide Indian Drug Prevention Program |

Please see Appendix A for a list of grantees that selected the above listed programs

Note: Reference question 2 of the Annual Report

Table 2
 Number of Projected Students and Number of Students Actually
 Participating in Research Validated / Evidence Based Programs (by grade)

| Grade | Number of projected students | Number of actual students |
|---------------|-------------------------------------|----------------------------------|
| 6 | 35,182 | 28,222 |
| 7 | 48,973 | 43,291 |
| 8 | 45,203 | 36,797 |
| 9 | 45,425 | 43,183 |
| 10 | 26,884 | 10,992 |
| 11 | 22,310 | 19,366 |
| 12 | 21,387 | 7,082 |
| NT | 22,002 | 25,749 |
| Total: | 267,366 | 214,682 |

Note: Reference question 4 of the Annual Report

Table 3
 Number of Projected and Number of Students Actually Participating in
 Non-Research Validated Programs, Activities or Strategies

| Non-Research-Validated curriculum based programs (e.g., local educational agency-adopted health curricula, lessons addressing specific populations, etc.) | | |
|---|---|----------------------------------|
| Program/Strategy Name | Number of grantees selecting each program or strategy | Number of Participating Students |
| Anti-Tobacco Media Blitz | 3 | 9,176 |
| Blowing Away Big Tobacco's Big Lies | 0 | 0 |
| Classroom Animation Studio Kit | 1 | 54 |
| Decisions for Health Series | 0 | 0 |
| Effective Youth and Adult Partnerships | 0 | 0 |
| Enough Snuff | 0 | 0 |
| Guiding Good Choices – Families that Care | 3 | 132 |
| Hands Off Tobacco! Series | 0 | 0 |
| Health and Wellness Series | 0 | 0 |
| Personal/Social Lessons: The Missing Link | 1 | 1,699 |
| Project ABCD (Analyze, Beware, Create, Disseminate) | 1 | 600 |
| Project ALIVE! (Arts Leading Into Vital Education) | 0 | 0 |
| Project SCAT (Schools and Communities Against Tobacco) | 0 | 0 |
| Something Stinks in Hollywood | 0 | 0 |
| Stay On Track Series | 0 | 0 |
| Teen Health Course Series | 1 | 1,025 |
| Teens Tackle Tobacco | 4 | 2,358 |
| | | |

Note: Reference question 6 of the Annual Report

Table 4
 Number of Projected Students and Number of Students Actually
 Participating in Non-Curricula Activities or Strategies

| Non-Curricula Activities | | | |
|---|---|--|--|
| Program/Strategy Name | Number of grantees selecting each program or strategy | Number of students projected to participate in the program / activity | Actual number of students participating |
| Great American Smoke Out | 23 | 132,059 | 70,311 |
| Red Ribbon Week (Tobacco focus) | 36 | 454,328 | 478,215 |
| Teens Kick Butts/ Ash | 11 | 90,021 | 19,796 |
| School-Wide Contest | 18 | 14,209 | 45,626 |
| Tobacco & Hollywood Campaign | 4 | 372 | 8,665 |
| Mission Possible | 0 | 122 | 0 |
| Youth Quest | 3 | 167 | 273 |
| Assembly Speaker | 16 | 44,064 | 29,936 |
| <i>Other programs or strategies reported:</i> | | | |
| Story Boards | 1 | 14 | 14 |
| Thru With Chew | 1 | 4,533 | 4,533 |
| Total: | | 738,089 | 655,569 |

Note: Reference question 9 of the Annual Report

Table 5
 Number of Projected Students and Number of Students Actually
 Participating in TUPE Specific Youth Development Activities

| TUPE Specific Youth Development Activities (e.g., STAKE Act “stings”, local community tobacco control ordinance development/enforcement, media literacy, media production to counter tobacco industry influence.) | | | |
|---|---|---|--|
| Program/Strategy Name | Number of grantees selecting each program or strategy | Number of students projected to participate in the program/ activity | Actual number of students participating |
| Youth Involvement in Stop Tobacco Access to Kids Enforcement (STAKE) Act | 5 | 159 | 54 |
| Youth Involvement in Anti-tobacco Advocacy | 16 | 2,999 | 4,932 |
| Media Literacy and Youth Media Production to Counter the Influence of the Tobacco Industry | 16 | 60,735 | 9,685 |
| Tobacco use prevention Peer Educator | 16 | 57,977 | 5,351 |
| Tobacco use prevention focused Service-Learning Projects | 7 | 10,280 | 8,479 |
| <i>Other programs or strategies reported:</i> | | | |
| Media Literacy Lesson | 1 | 1,736 | 782 |
| Peer Educator Training | 1 | 29 | 29 |
| Total: | | 133,915 | 29,312 |

Note: Reference question 14 of the Annual Report

Table 6
Priority Population of Students
Participating in Youth Development Strategies

| Priority Populations | Youth Involvement in Stop Tobacco Access to Kids Enforcement (STAKE) Act | Youth Involvement in Anti-Tobacco Advocacy | Media Literacy & Youth Media Production to Counter the Influence of the Tobacco Industry | Tobacco use prevention Peer Educator | Tobacco use prevention focused Service-Learning Projects |
|--|--|--|--|--------------------------------------|--|
| American Indian or Alaska Native | 1 | 94 | 139 | 125 | 32 |
| Asian | 2 | 796 | 2,000 | 7,252 | 6,345 |
| Pacific Islander | 0 | 105 | 280 | 219 | 48 |
| Hispanic/Latino | 16 | 2,496 | 1,443 | 3,934 | 945 |
| African American | 3 | 320 | 830 | 1,071 | 299 |
| White (non Hispanic) | 21 | 2,085 | 1,251 | 5,083 | 176 |
| Lesbian, Gay, Bisexual, Transgender, & Questioning | 0 | 16 | 55 | 15 | 0 |
| Low Socio Economic Status | 19 | 1,492 | 2,063 | 1,671 | 1,255 |
| Total: | 62 | 7,404 | 8,061 | 19,370 | 9,100 |

Note: Reference question 17 of the Annual Report

Intervention & Cessation Programs

Table 7
 Number of Identified and Served Tobacco-Using Students Who
 Participated in Intervention Programs or Strategies

| Program/Strategy Name | Number of grantees selecting each program or strategy | Number of tobacco-using students identified: | Number of tobacco-using students served: |
|---|---|--|--|
| Project Life | 1 | 7,198 | 6,094 |
| Smokeless Schooldays: Smokeless Saturday School | 6 | 508 | 290 |
| Intervening with Teen Tobacco Users (TEG) | 16 | 1,141 | 1,237 |
| Residential Student Assistance Program | 0 | 25 | 0 |
| Spit Tobacco Intervention | 0 | 0 | 0 |
| Tobacco-Free Generations | 3 | 45 | 43 |
| Total: | | 8,937 | 7,664 |

Note: Reference question 19 of the Annual Report

Table 8
 Number of Identified and Served Tobacco-Using Students Who
 Participated in Cessation Programs or Strategies

| Program/Strategy Name | Number of grantees selecting each program or strategy | Number of tobacco-using students identified: | Number of tobacco-using students served: |
|---|---|--|--|
| Adolescent Smoking Cessation — Escaping Nicotine and Tobacco (ASCENT) | 0 | 0 | 0 |
| Enough Snuff: A Guide for Quitting Smokeless Tobacco | 0 | 0 | 0 |
| Helping Teens Stop Using Tobacco (TAP) | 10 | 1,330 | 646 |
| California Smokers' Helpline | 15 | 4,433 | 4,346 |
| Project EX: Teen Tobacco Use Cessation Program | 2 | 439 | 437 |
| Project N-O-T (Not on Tobacco) | 0 | 0 | 0 |
| Total: | | 6,202 | 5,429 |

Note: Reference question 22 of the Annual Report

Services to Targeted Populations

Pregnant Minor/Minor Parent Services

Table 9
Number of Parenting and/or Pregnant Minors Identified and Served

| Parenting and/or Pregnant Minors | Number of students |
|---|--------------------|
| Number of parenting and/or pregnant minors identified | 724 |
| Number of parenting and/or pregnant minors served: | 686 |
| Number of parenting and/or pregnant minors served in school based programs: | 653 |
| Number of parenting and/or pregnant minors referred to community programs: | 387 |

Note: Reference question 25 of the Annual Report

Staff Development or Tobacco-use Prevention Training

Table 10
 Number of Classified and Certificated Staff
 Receiving Training by Type of Training

| Training Type | Number of staff | |
|---|-----------------|--------------|
| | Classified | Certificated |
| Trained to deliver program curriculum | 41 | 551 |
| Trained to deliver youth development strategies | 66 | 398 |
| Trained to deliver intervention strategies | 63 | 298 |
| Trained to deliver cessation strategies | 22 | 177 |
| General TUPE information | 480 | 1,591 |
| Total: | 672 | 3,015 |

Note: Reference question 27 of the Annual Report

Parent Training

Table 11
Number of Parents Receiving Training by Type of Training

| Training Type | Number of parents receiving each type of training |
|------------------------------------|---|
| General TUPE information | 329,923 |
| <i>Other trainings reported:</i> | |
| Asset Building | 11 |
| Marijuana and the Adolescent Brain | 7 |
| Bullying Training | 50 |
| Dr. DeNoble | 350 |
| Guiding Good Choices | 42 |
| Harvest Health Fair | 350 |
| Project ALERT | 60 |
| Total: | 330,793 |

Note: Reference questions 30 and 31 of the Annual Report

Community Involvement

Table 12
 Number and Types of Activities Offered by Grantees in Collaboration
 with Local Educational Agencies, Community Agencies, and Other Agencies

| Activity Type | Services provided by | | | |
|---|--------------------------|----------------------------|---------------------------|---|
| | Local Educational Agency | Local public health agency | Local governmental agency | Local non-governmental organization (NGO) |
| Curriculum implementation | 34 | 11 | 7 | 12 |
| Youth Development activities | 27 | 16 | 11 | 19 |
| Cessation activities | 23 | 15 | 7 | 13 |
| Intervention activities | 17 | 16 | 7 | 14 |
| Local tobacco control coalition planning meetings | 19 | 21 | 19 | 17 |
| Total: | 120 | 79 | 51 | 75 |

Note: Reference question 33 of the Annual Report

Table A Appendix
List of Grantees Using Approved Programs

Botvin's Life Skills Training

Center Joint Unified
Elk Grove Unified
Gonzales Unified
Hemet Unified
Lake County Office of Education
Mono County Office of Education
Mount Diablo Unified
San Diego Unified
Shasta County Office of Education
Stanislaus County Office of Education
Sutter County Superintendent of Schools
Tulare County Office of Education

Keepin' It Real

Simi Valley Unified

Minnesota Smoking Prevention Program

Hemet Unified

Project Alert

Alameda Unified School District
Anderson Valley Unified School District
Brentwood Union School District
Conejo Valley Unified School District
Corona-Norco Unified
East Whittier City School District
El Dorado County Office of Education
Elk Grove Unified School District
Escondido Union School District
Fremont Unified School District
Glendale Unified School District
Golden Valley Unified
San Francisco Unified School District
Simi Valley Unified School District
Stanislaus County Office of Education
Stanislaus County Office of Education
Sutter County Superintendent of Schools

Project Alert (continued)

Tehama County Department of Education
Tuolumne County Superintendent of Schools
Ventura County Office of Education - Spec. Ed
Ventura Unified School District
Waugh School District

Project Northland

Ventura Unified

Project SUCCESS

Brentwood Unified
Elk Grove Unified

Project TND

Alameda Unified School District
Anderson Valley Unified School District
Conejo Valley Unified School District
Corona-Norco Unified
Elk Grove Unified School District
Fremont Unified School District
Golden Valley Unified
Hacienda La Puente Unified School District
Health Sciences High
Hemet Unified School District
Mount Diablo Unified School District
Pajaro Valley Unified School District
San Francisco Unified School District
Simi Valley Unified School District
Stanislaus County Office of Education
Stanislaus County Office of Education
Sutter County Superintendent of Schools
Tehama County Department of Education
Tulare County Office of Education
Tuolumne County Superintendent of Schools
Ventura County Office of Education - Spec. Ed

Project TNT

Alameda Unified School District
Brentwood Union School District
Corona-Norco Unified
Hacienda La Puente Unified School District
Health Sciences High
Lake County Office of Education
Mount Diablo Unified School District

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